



AN ANALYTICAL STUDY ON BUSINESS PERFORMANCE

Data Set is Market Store data, Summary By Excel Dashboard

CASE STUDY

The owner of super market try to expand the Business in many places with high Revenue and Income.

So the Manager of Supermarket hire an Analyst to do analysis of ups and downs of Business based on Revenue, Cogs, Gross Income from different product line and analyse the Ratings from Customers on Product in each city.

So the Analyst come up with some Insight via interactive dashboard of Excel from where the end user can take proper Business Decisions for better marketing strategy.

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OBJECTIVES

Find Information About Particular Invoice ID.

City wise Confirm order

Most Preferred Payment Method

Month Wise Revenue Analysis

Average COGs Among Various Product

COGs of Member & Normal Customer

Rating from Customer on Products

Preferable Product of Male & female

Product wise Gross Income Analysis

Correlation b/w Gross income & COGs

Correlation b/w Revenue & COGs

Glimpse Of The Data Set

	A	C	D	E	F	G	H	I	J	M	N	P	Q
1	Invoice ID	City	Customer type	Gender	Product line	Unit price	Quantity	Tax 5%	Total	Payment	COGs	Gross Income	Rating
2	123-19-1176	Yangon	Member	Male	Health and beauty	58.22	8	23.288	489.048	Ewallet	465.76	23.288	8.4
3	373-73-7910	Yangon	Normal	Male	Sports and travel	86.31	7	30.2085	634.3785	Ewallet	604.17	30.2085	5.3
4	252-56-2699	Yangon	Normal	Male	Food and beverages	43.19	10	21.595	453.495	Ewallet	431.9	21.595	8.2
5	636-48-8204	Yangon	Normal	Male	Electronic accessories	34.56	5	8.64	181.44	Ewallet	172.8	8.64	9.9
6	549-59-1358	Yangon	Member	Male	Sports and travel	88.63	3	13.2945	279.1845	Ewallet	265.89	13.2945	6
7	129-29-8530	Yangon	Member	Male	Sports and travel	62.62	5	15.655	328.755	Ewallet	313.1	15.655	7
8	635-40-6220	Yangon	Normal	Male	Health and beauty	89.6	8	35.84	752.64	Ewallet	716.8	35.84	6.6
9	287-21-9091	Yangon	Normal	Male	Home and lifestyle	74.67	9	33.6015	705.6315	Ewallet	672.03	33.6015	9.4
10	594-34-4444	Yangon	Normal	Male	Electronic accessories	97.16	1	4.858	102.018	Ewallet	97.16	4.858	7.2
11	865-92-6136	Yangon	Normal	Male	Food and beverages	52.75	3	7.9125	166.1625	Ewallet	158.25	7.9125	9.3
12	704-48-3927	Yangon	Member	Male	Electronic accessories	88.67	10	44.335	931.035	Ewallet	886.7	44.335	7.3
13	645-44-1170	Yangon	Member	Male	Home and lifestyle	58.07	9	26.1315	548.7615	Ewallet	522.63	26.1315	4.3
14	575-30-8091	Yangon	Normal	Male	Sports and travel	72.5	8	29	609	Ewallet	580	29	9.2
15	249-42-3782	Yangon	Normal	Male	Health and beauty	70.01	5	17.5025	367.5525	Ewallet	350.05	17.5025	5.5
16	827-26-2100	Yangon	Member	Male	Home and lifestyle	33.84	9	15.228	319.788	Ewallet	304.56	15.228	8.8
17	407-63-8975	Yangon	Normal	Male	Food and beverages	73.88	6	22.164	465.444	Ewallet	443.28	22.164	4.4
18	851-28-6367	Yangon	Member	Male	Sports and travel	15.5	10	7.75	162.75	Ewallet	155	7.75	8
19	400-60-7251	Yangon	Normal	Male	Home and lifestyle	74.07	1	3.7035	77.7735	Ewallet	74.07	3.7035	9.9
20	888-02-0338	Yangon	Normal	Male	Electronic accessories	26.23	9	11.8035	247.8735	Ewallet	236.07	11.8035	5.9
21	157-13-5295	Yangon	Member	Male	Health and beauty	51.94	10	25.97	545.37	Ewallet	519.4	25.97	6.5
22	478-06-7835	Yangon	Normal	Male	Fashion accessories	89.69	1	4.4845	94.1745	Ewallet	89.69	4.4845	4.9

DATA DICTIONARY

This Dataset Contains 1000 Rows and 13 Columns.
The main attributes of this market data are Invoice ID,
Gross Income, COGs, Unit Price, Quantity, Revenue,
Tax Percent, Ratings on various Product type in 3 cities
Yangon ,Mandalay, Naypyidaw respectively.

DATA PROCESSING STEP

Raw Data

1000 Rows, 13 Columns
CSV Format

Pre-Processing

Missing Value Treatment
Data Cleaning
Remove Unnecessary Data

Summarization

Pivots
Charts
Vlookup
Data Validation
Dashboard

Findings

Insight for Betterment of Business

Find Information About Particular Invoice ID

By Vlookup & Data Validation end user able to Find All Information About Particular Invoice ID



Microsoft Excel
Worksheet

	A	B	C	D	E	F
1	Invoice ID	City	Customer type	Product line	Payment	Rating
2	722-13-2115	Naypyitaw	Member	Sports and travel	Credit card	9.3
3	377-79-7592					
4	450-42-3339					
5	722-13-2115					
6	246-55-6923					
7	838-02-1821					
8	887-42-0517					
9	756-93-1854					
10	859-97-6048					
11						
12						
13						
14						
15						
16						
17	By vlookup only by Invoice-ID we can find all information,					
18	also by Data Validation Invoice Id can put automatically					
19						

Let's, Look Glimpse Of Dashboard



Microsoft Excel
Worksheet



Business Performance Analysis Based on Gross Income, COGs, Revenue & Ratings



Product line

Electronic accessories

Fashion accessories

Food and beverages

Health and beauty

Home and lifestyle

Sports and travel

Date

All Periods MONTHS

2019

JAN FEB MAR

City

Mandalay

Naypyitaw

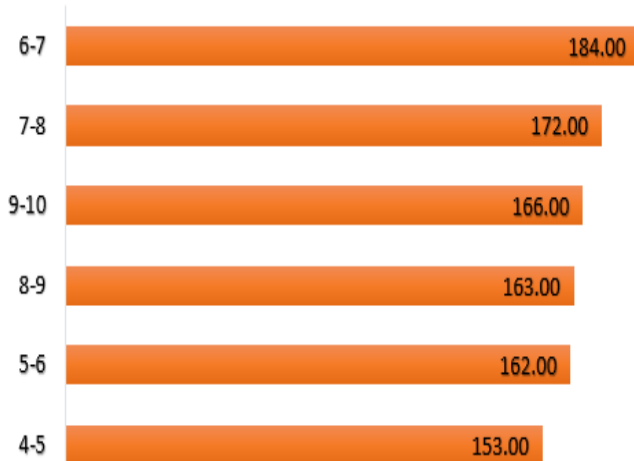
Yangon

Customer type

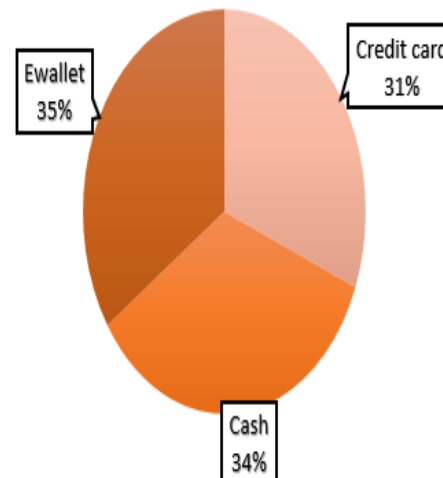
Member

Normal

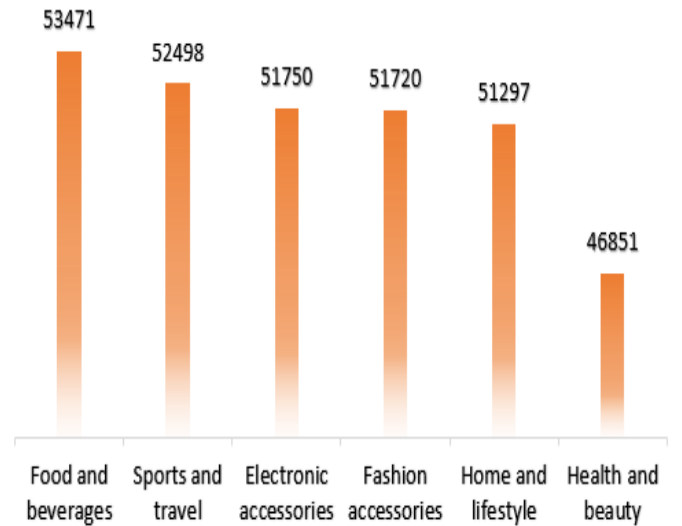
Count of Rating Given By Customer From 4 to 10



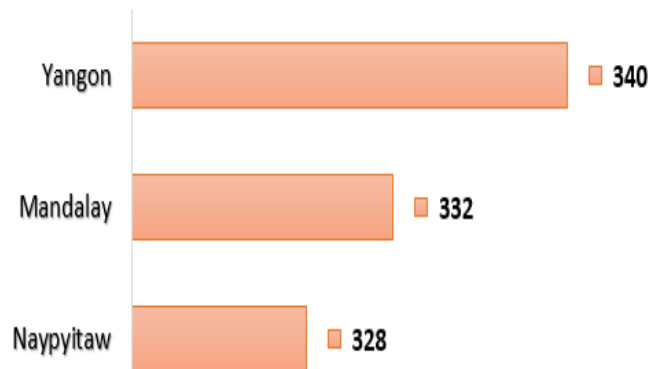
Most Usages Payment Method



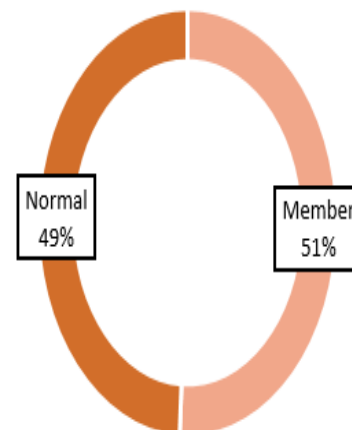
AVERAGE COGS FROM PRODUCT



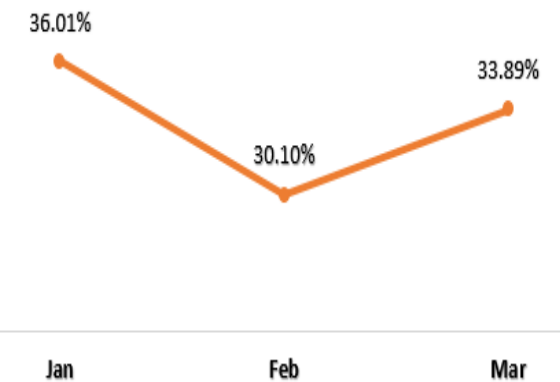
Citywise Confirmed Order



COGs on Customer Type



Monthwise Revenue analysis



Product line

- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel

Date

All Periods MONTHS

2019

JAN FEB MAR

Customer type

- Member
- Normal

City

- Mandalay
- Naypyitaw
- Yangon

Payment

- Cash
- Credit card
- Ewallet

Total Quantity



5510

Tax % From Product



100.00 %

Gross Income



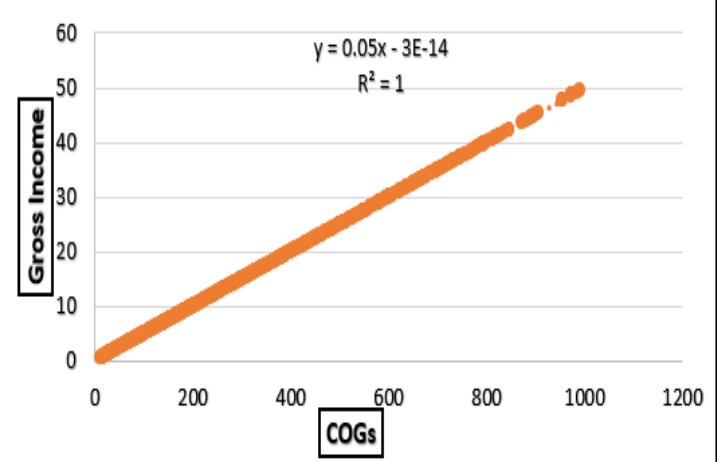
15379

Revenue

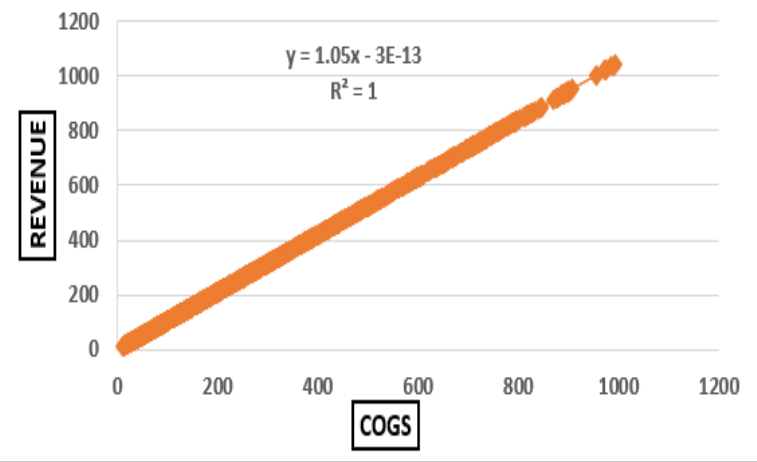


322967

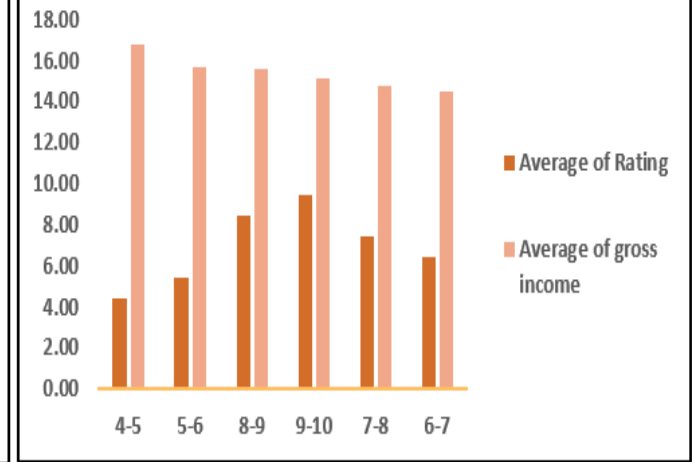
Correlation Between Gross Income & COGs



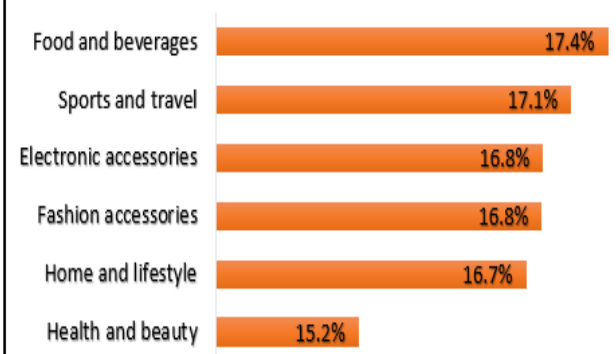
CORRELATION BETWEEN REVENUE & COGS



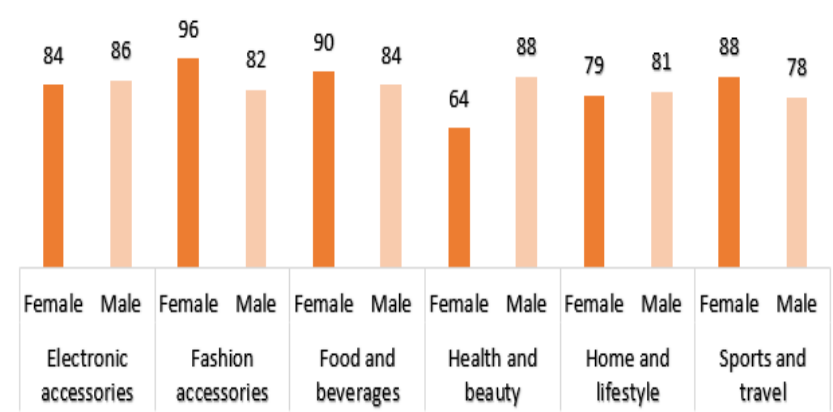
Rating with Avg Gross Income



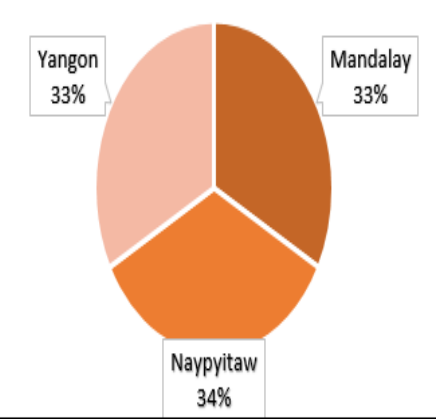
Product Wise Percentage Contribution Towards Gross Income



Gender Wise Preferable Product

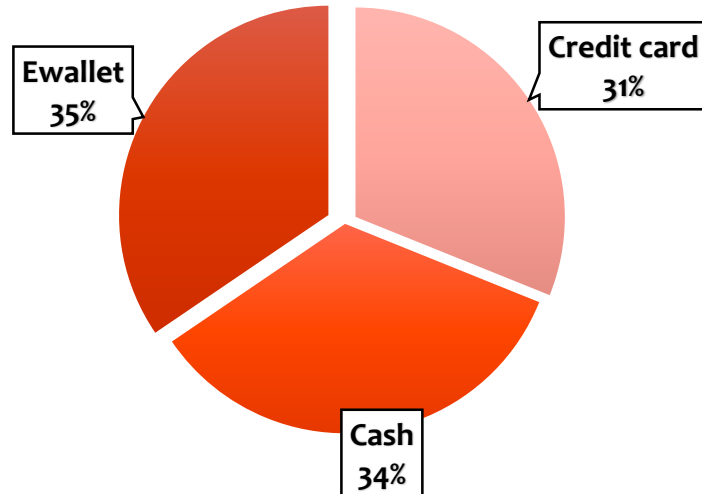


Location Wise Gross Income Analysis



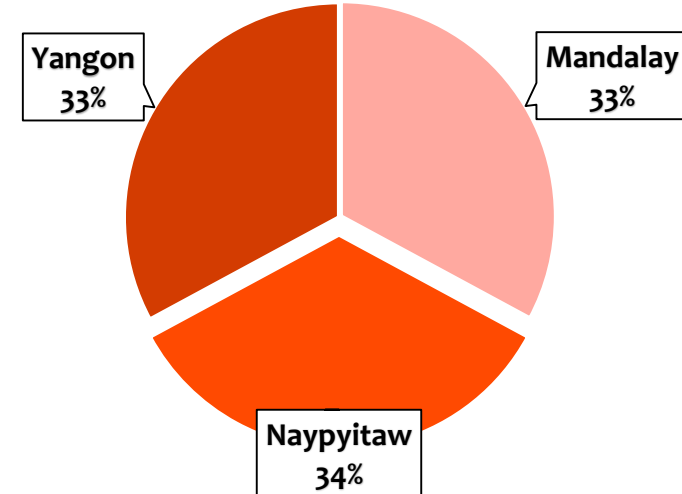
Charts With Findings

Most Usages Payment Method



- Overall all customer preferred more online method (E wallet) over cash and credit card.

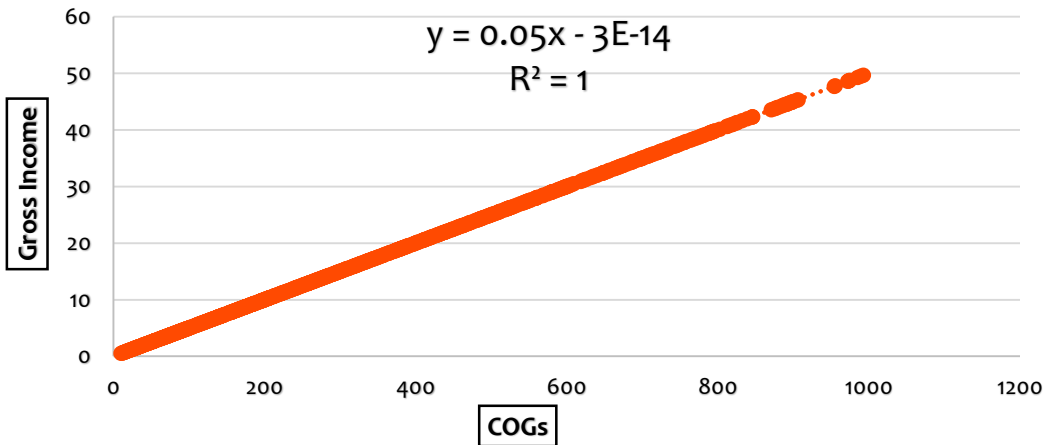
Location Wise Gross Income Analysis



- Highest Gross income come from Naypyitaw followed by Mandalay, Yangon.
- Over all same from 3 city.

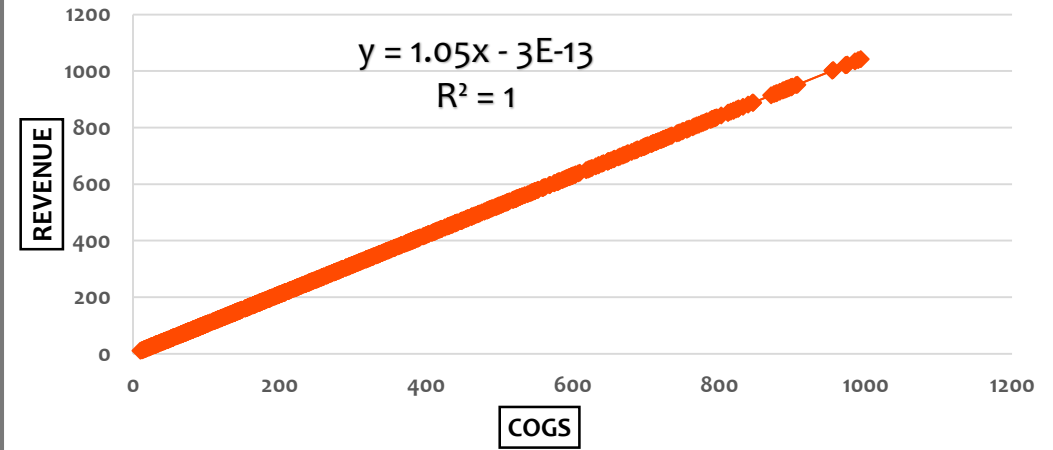
Charts With Findings

Correlation Between Gross Income & COGs



- Positive Relation.
- As Gross Income Increase, COGs also Increase.
- R Squared 1 Indicated Model is Good Fitted.
- Gross Income Completely Explained From COGs.

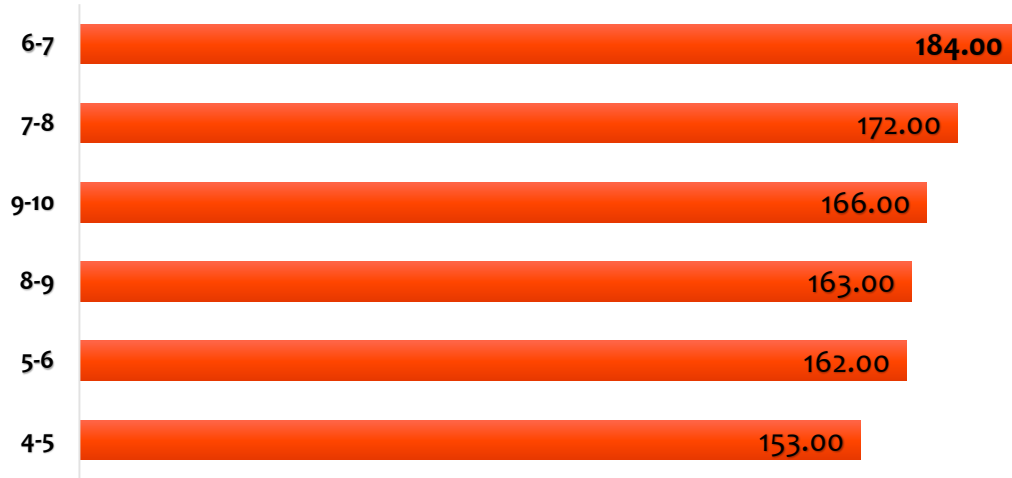
CORRELATION BETWEEN REVENUE & COGS



- Positive Relation.
- As Revenue Increase COG s also Increase.
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- Revenue Completely Explained by COGs.

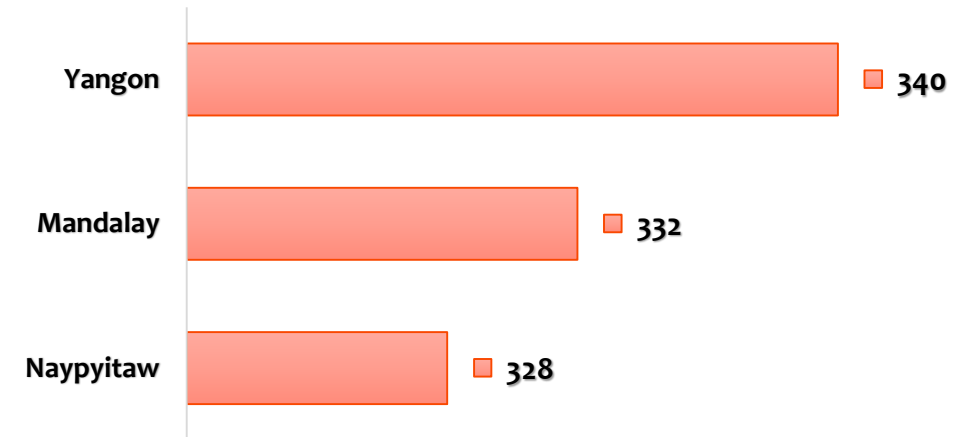
Charts With Findings

Count of Rating Given By Customer From 4 to 10



➤ Average Rating given by Most customer is 6-7.

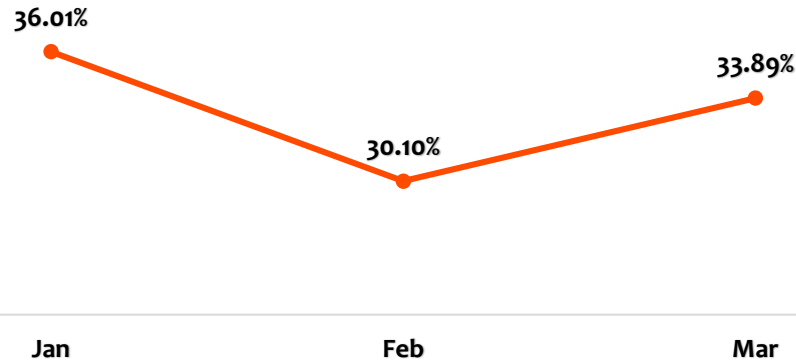
Citywise Confirmed Order



➤ Highest confirm order come from Yangon city followed by Mandalay, Naypyidaw.

Charts With Findings

Month Wise Revenue Analysis



- Highest Revenue in Jan Followed by Mar, Feb
- In Yangon City Revenue in March month is Highest followed by January, February

Product Wise Percentage Contribution Towards Gross Income



- Food & Beverages Give Highest Gross Income From Food & Beverages Followed by Sports & Travel
- Health & Beauty Gives Very Low Income

KEY FINDINGS

Gross Income

- In Food & Beverage and Sports & Travel Product Gross Income is high.
- In Health & Beauty Product Gross Income is very low.
- From Member customer, Gross Income on Food & Beverage , Sports & Travel , Home & Lifestyle is high.
- From Normal customer Gross Income on Electronics, Fashion accessories is very high.
- Through E wallet in Yangon city and by Credit Card in Mandalay city Gross Income is high.

COGs

- The COGs for normal customer type on product of Electronics, Fashion accessories and sports is high.
- For Health and Beauty product COGs is low.

KEY FINDINGS

Revenue

- Overall highest revenue come in January followed by March, February.
- Highest confirm order come from Yangon city followed by Mandalay, Naypyidaw.
- Highest Revenue come from Naypyidaw city.
- Electronics Accessories, Home & life style and Health & beauty product provide highest revenue.
- From fashion accessories highest revenue in January followed by February, March.
- Sports & Travel give highest revenue in January followed by March, February.

Tax

- In Food & Beverage and Sports & Travel tax is high, Revenue also high.
- In Health & Beauty Product Tax is low, so revenue from this also low.

KEY FINDINGS

Rating

- In Electronic Product rating is more b/w 6-7 & 5-6.
- In Fashion Accessories more rating in range 9-10 then 6-7.
- From Food Beverage more rating is b/w 8-9 followed by 7-8, 9-10.
- From Sports & Travel rating in average range is 6-7, 5-6.

Preferable Payment Method

- Member customer preferred more credit card than E wallet.
- Normal customer use more E wallet than credit card.
- To buy Electronic accessories customer prefer cash.
- To buy fashion accessories and health & beauty customer use more E wallet.
- To buy Home & lifestyle product people more use E wallet than cash.

BUSINESS INSIGHTS

- ❑ Every Investors wants to expand their Business. From point of view of above Objective as can be suggested some proposition.
- ❑ These are:
 - In Electronics, Sports & Travel Rating from customer is Average , so have to improve quality of product and service also.
 - Over 34% customer use Cash, so should give offer or discount by purchase through online payment.
 - Beauty product provide low Gross Income & Revenue for this have to increase sales price relative to COGs and also make more advertise by using local media.
 - Sports & Travel provide highest revenue and gross income with higher tax though COGs is high that explain positive correlation b/w Gross Income & COGs.



Thank You

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